

**IN THE ATTORNEY DOCKET NUMBER:**

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**IN THE CLAIMS:**

Claims 43, 48, 50, 51, 56, 58, 73, and 75-77 are amended herein.

Claim 52 is cancelled herein.

All pending claims and their present status are produced below.

1-42. (Cancelled)

43. (Currently Amended) A system for carrying out an on-line group-buying sale of an item, the system comprising:

an e-commerce data processing system configured to provide the on-line group-buying sale of an item, the e-commerce data processing system further configured to associate the sale of the item ~~associated~~ with a price curve defined by prices of the item with respect to quantities ~~of associated with~~ the item and a value curve defined by values of a non-price attribute of the item and the quantities of associated with the item, wherein the e-commerce data processing system is further configured to increase the value of the non-price attribute of the item ~~increases~~ as more buyers make offers in the on-line group-buying sale and wherein the e-commerce data processing system further configured to hold constant the price of the item ~~does not change~~ in response to an increase in the quantity of buyer offers;

a buyer data processing system coupled to the e-commerce data processing system and configured to receive buyer offers in the on-line group-buying

sale of the item and to transmit the buyer offers to the e-commerce data processing system; and

a module configured to determine the price of the item in the on-line group buying sale responsive to buyer offers and the price curve.

44. Cancelled.

45. (Previously Presented) The system of claim 43 wherein the non-price attribute of the item comprises an interest rate.

46. (Previously Presented) The system of claim 43 wherein the item comprises a security interest.

47. (Previously Presented) The system of claim 43 wherein the non-price attribute of the item comprises benefits associated with the item.

48. (Currently Amended) The system of claim 43 wherein the e-commerce data processing system is further configured to associate the sale of the item ~~is further associated~~ with an ignore curve defined by prices of the item with respect to quantities of the item; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

49. (Previously Presented) The system of claim 43 wherein the buyer offer comprises an offer to purchase the item at a specific price and a specific value of the non-price attribute of the item.

50. (Currently Amended) The system of claim 49 wherein the e-commerce data processing system is further configured to associate the sale of the item ~~is further associated~~ with an ignore curve defined by values of the non-price attribute of the item and quantities

associated with the items; and wherein the buyer data processing system is further configured to exclude a buyer offer from the on-line group buying sale responsive to the ignore curve.

51. (Currently Amended) A computer-implemented process method for carrying out an on-line group-buying sale of an item, the process method comprising the steps of:

providing conducting the on-line group-buying sale of an item, including

associating the sale of the item associated with a price curve defined by

prices of the item with respect to quantities of associated with the item and

a value curve defined by values of a non-price attribute of the item with

respect to quantities associated with the item, ~~wherein the value of the~~

~~non-price attribute of the item increases as more buyers make offers in the~~

~~on-line group-buying sale; and wherein the price of the item in response to~~

~~an increase in the quantity of buyer offers;~~

receiving buyer offers in the on-line group-buying sale of the item;

transmitting the buyer offers to an e-commerce data processing system; and

determining the value of the non-price attribute of the item in response to buyer

offers and the value curve including increasing the value of the non-price

attribute of the item increases as more buyers make offers in the on-line

group-buying sale; and holding constant the price of the item in response

to an increase in the quantity of buyer offers.

52. Cancelled.

53. (Previously Presented) The method of claim 51 wherein the non-price attribute of the item comprises an interest rate.

54. (Previously Presented) The method of claim 51 wherein the item comprises a security interest.

55. (Previously Presented) The method of claim 51 wherein the non-price attribute of the item comprises benefits associated with the item.

56. (Currently Amended) The method of claim 51 further comprising:  
providing the on-line group buying sale of an item, the sale of the item associated with an ignore curve defined by prices of the item with respect to quantities associated with the item; and  
excluding a buyer offer from the on-line group buying sale responsive to the ignore curve.

57. (Previously Presented) The method of claim 51 wherein the buyer offer comprises an offer to purchase the item at a specific price and a specific value of the non-price attribute of the item.

58. (Currently Amended) The method of claim 57 further comprising:  
providing the on-line group buying sale of an item, the sale of the item associated with an ignore curve defined by values of the non-price attribute of the item with respect to quantities associated with the item; and  
excluding a buyer offer from the on-line group buying sale responsive to the ignore curve.

59-72. (Cancelled)

73. (Currently Amended) A computer-implemented ~~process~~ method for carrying out an on-line group-buying sale of an item, the ~~process~~ method comprising the steps of:

~~providing conducting the on-line group-buying sale of an item, the item including a price and a non-price attribute, wherein the price of the item changes as more buyers make offers in the on-line group buying sale and wherein the value of the non-price attribute increases as more buyers make offers in the on-line group buying sale;~~

receiving buyer offers in the on-line group-buying sale of the item;

transmitting the buyer offers to an e-commerce data processing system;

determining the value of the non-price attribute of the item responsive to buyer offers including increasing the value of the non-price attribute as more buyers make offers in the on-line group-buying sale; and

determining the price of the item responsive to buyer offers including changing the price of the item as more buyers make offers in the on-line group buying sale.

74. (Previously Presented) The method of claim 73 further comprising specifying a value curve defined by value of the non-price attribute of the item and quantities of the items; and determining the value of the non-price attribute responsive to the value curve and buyer offers.

75. (Currently Amended) The method of claim ~~72~~ 73 wherein the price of the item decreases and the value of the ~~incentive item~~ non-price attribute increases as the quantity of buyer offers increases.

76. (Currently Amended) The method of claim ~~72~~ 73 wherein the price of the item stays constant as the quantity of buyer offers increases.

77. (Currently Amended) The method of claim ~~72~~ 73 wherein the value of the ~~incentive item~~ non-price attribute increases as the quantity of buyer offers increases.